

**food**watching™  
from the**food**people™

**Tea!**

# foodwatching...

Welcome to **foodwatching** - Tea! We hope that this sample report stimulates ideas for new, exciting and inspirational products that grow your business.

**foodwatching** - Tea!, reflects back on the last few months and looks at a sample of what has been hot in Tea! It brings to you what's new, interesting, radical and inspirational on the global Tea! scene.

To view the full report subscribe to foodwatching at [www.thefoodpeople.co.uk/foodwatching](http://www.thefoodpeople.co.uk/foodwatching)

Tracking foods trends is a crucial way to understand what consumers are doing now and may be doing next, which should inspire you to dream up new food concepts, ideas and experiences to excite your consumer and anticipate their needs.

# foodwatching...

**foodwatching** is qualitative, we compile it by looking, watching, talking, reading, eating, cooking, shopping, travelling, surfing, consuming, dining and generally immersing in the world of food, food services and food experts.

Remember all trends do not apply to all consumers, one mans heaven is another mans hell, or to put in another way, beauty is in the eye of the beholder.

Read on and be inspired, think “what does this mean to me, what can by business or brand learn from this, what great new idea does it spark that we can use to grow our business” .

# foodwatching...



food and drink trends lead to inspiration, inspiration leads to ideas, ideas lead to new innovation, which lead to new products and services for your business - a great way of making money!



# Tea!

Call it a cuppa or a brew, have it in a mug or a china cup, with or without milk, green, black, white - even red- be inspired by Tea! From thefoodpeople!

Enjoy, with our compliments!

# Emerging Trend: Afternoon Tea



Further research into this enchanting British tradition, which is seeing an increasing rise in popularity, has led us to discover that there is a difference between Afternoon tea and High tea.



*High Tea* (also known as *Meat Tea*) is an early evening meal, typically eaten between 5 and 6 o'clock in the evening. It would be eaten as a substitute for both afternoon tea and the evening meal. The term comes from the meal being eaten at the 'high' (main) table, instead of the smaller lounge table. It is now largely replaced by a later evening meal.



It would usually consist of cold meats, eggs and/or fish, cakes and sandwiches. In a family, it tends to be less formal and is an informal snack (featuring sandwiches, biscuits, pastry, fruit and the like) or else it is the main evening meal.



On farms or other working class environments, *high tea* would be the traditional, substantial meal eaten by the workers immediately after nightfall, and would combine afternoon tea with the main evening meal.

In recent years, High Tea has become a word for exquisite afternoon tea. However, this usage is incorrect and should be discouraged. It's Afternoon tea that's becoming fashionable again. And the one we're interested in!

# Emerging Trend: Afternoon Tea



We mentioned last month that the origins of afternoon tea were largely established by Anna Russell, the Duchess of Bedford during the early 19<sup>th</sup> century. She had the idea of asking her butler to bring tea, bread and butter to her chambers at 5 o'clock, as she found herself hungry before dinner, and soon started inviting her friends to join her in her sitting room for this new social event. Eventually, the beverage tea became generally affordable and the growing middle class imitated the rich and found that the meal *tea* was a very economical way of entertaining several friends without having to spend too much money, and afternoon tea quickly became the norm.

So, *Afternoon tea* is a light meal typically eaten at 4 o'clock. Although it originated in the United Kingdom, various places that used to be part of the former British Empire also have such a meal. However, changes in social customs and working hours mean that most Britons only take afternoon tea on special/formal occasions, or as we're now seeing as a 'treat', increasingly accompanied by champagne rather than tea.

Traditionally, loose tea would be served in a teapot with milk and sugar. This would be accompanied by various sandwiches (customarily cucumber, egg and cress, fish paste (bLOATER), ham, and smoked salmon), scones (with butter, clotted cream and jam) and usually cakes and pastries (such as Battenberg, fruit cake or Victoria sponge). The food would be often served in a tiered stand.

# Emerging Trend: Afternoon Tea

## Cucumber Sandwiches



### Ingredients

1 seedless cucumber

8 slices very thin-sliced white bread

Salt, to taste

Unsalted butter, at room temperature

### Method

Peel cucumber and slice crosswise very thinly.

Spread unsalted butter on one side of each slice of bread.

Arrange cucumber slices in a single layer on 4 slices of bread.

Salt lightly.

Top with second slice of bread.

Carefully trim crusts from sandwiches and discard.

Cut each sandwich into triangles and arrange on a china plate.

Serve with tea. Serves 4.

# Emerging Trend: Afternoon Tea

## Victoria Sponge

### Ingredients

#### FOR THE CAKE

200g caster sugar  
200g softened butter  
200g self-raising flour  
4 eggs, beaten  
2 tablespoons milk  
1 teaspoon baking powder

#### FOR THE FILLING

100g softened butter  
140g icing sugar, sifted  
Drop of vanilla extract (optional)  
340g good quality strawberry jam  
Icing sugar to dust

### Method

Heat oven to 190C/fan 170C/gas 5. Butter two 20cm sandwich tins and line with non-stick baking paper. In a large bowl, beat all the cake ingredients together until you have a smooth, soft batter.

Divide the mixture between the tins, smooth the surface with a spatula or the back of a spoon, then bake for about 20 mins until golden and the cake springs back when pressed. Turn onto a cooling rack and leave to cool completely.

To make the filling, beat the butter until smooth and creamy, then gradually beat in icing sugar. Beat in vanilla extract if you're using it. Spread the butter cream over the bottom of one of the sponges, top it with jam and sandwich the second sponge on top. Dust with a little icing sugar before serving. Keep in an airtight container and eat within 2 days.



# Emerging Trend: Afternoon Tea

George Orwell on 'How to make the perfect cup of tea'



1. Use tea from India or Ceylon (Sri Lanka), not China
2. Use a teapot, preferably ceramic
3. Warm the pot over direct heat
4. Tea should be strong - six spoons of leaves per 1 litre
5. Let the leaves move around the pot - no bags or strainers
6. Take the pot to the boiling kettle
7. Stir or shake the pot
8. Drink out of a tall, mug-shaped tea cup
9. Don't add creamy milk
10. Add milk to the tea, not vice versa
11. No sugar!

# Emerging Trend: Afternoon Tea

## How to make the perfect cup of tea (according to Williamson Tea)

Making the perfect cup of tea takes patience and care. Whilst the perfect cup of tea is a matter of personal taste (some like it strong, others prefer a lighter infusion) the basic rules are the same for all.

The taste of the tea depends on tea type, leaf size, minerals in the water, temperature of the water, infusion time and whether you drink out of china or plastic cup.

Of course it is essential you use a good quality tea.

### The Perfect cup of Tea:

1. Ensure kettle is clean and de-scaled
2. Fill kettle with freshly drawn cold water
3. Boil the kettle
4. Allow 1 heaped teaspoon of loose tea, or 1 tea bag per person
5. Infuse in cup, mug or teapot with boiling water
6. Stand for 3-5 mins (important for correct flavour development and to get the full benefits of tea antioxidants)
7. Stir, add milk and sugar to taste





# Emerging Trend: Afternoon Tea

Last month we brought you the Top 5 places to go in London for afternoon tea, in case you didn't get chance to look them all up, this is what some of them are offering in more detail;

## 'AFTERNOON DE-LIGHT' at The Metropolitan.

The Metropolitan has always been known by its cutting-edge attitude, legendary cocktails and late-night parties. Now, it is taking the quintessentially British afternoon tea into tea with a cool touch of avant-garde, waist-friendly chic.

The menu, ranging from olive oil muffin, sweet and savoury cupcakes, fruit scones to 'no-bread sandwich', combines healthy interpretations of old classic that will appeal to modern lifestyles. These are accompanied by a selection of fruit infusions and an 'Ultimate Iced Tea' that can be served guilt-free or as Martini cocktails. Afternoon De-light also introduces a seasonal selection of 'Eco-Tini's, made from ingredients sourced within the M25.

## Men's Afternoon Tea at The Mandeville Hotel

Perfect for today's man about town, Men's Afternoon Tea at The Mandeville Hotel is the only Afternoon Tea for men in London, and promises to be a relaxing and masculine affair. Offering a range of whiskies as well as champagne, tea with the boys is available with a selection of games available at the bar. Unwind over a round of backgammon and a feast of roast sirloin sandwiches and chicken satays followed by hearty chocolate brownies, washed down with your Earl Grey and a selection of finest whiskies. Served on fabulous Tiffany blue china from £22.50.

## Fashion Tea for Two at The Mandeville Hotel

Their famous Afternoon Tea menu offers a delicious selection of homemade scones, deep filled sandwiches, pink meringues and designer cupcakes, beautifully presented on Royal Doulton china designed by Zandra Rhodes and accompanied by an extensive selection of teas or champagnes from £22.50.



# Emerging Trend: Afternoon Tea

**Pink Afternoon Tea at Athenaum** (Recipient of Top London Afternoon Tea 2008 Award of Excellence. (The Tea Guild))

Here in addition to the Full Afternoon tea of all things traditional and quintessentially English, you can relax and refresh yourself with their **Pink Tea** - a delectably whimsical and exquisitely feminine treat, with a selection of homemade cakes, scones and delicate finger sandwiches.

It comprises of a

Selection of Sandwiches:

Scottish Smoked Salmon with Red Onion on Wholemeal Bread

Honey Roast Ham with Date and Onion Chutney on Onion Bread

Cucumber and Cream Cheese on Pesto Bread

Free Range Egg and Mayonnaise with Mustard Cress on Vegetable Bread

Freshly Baked Scones with Devonshire Clotted Cream and Homemade Jam

Granny's Cakes (Carrot and Coconut, Traditional Fruit, Dark Chocolate and Orange, Lemon Drizzle) and

Selection of Homemade Pastries

Toasted Crumpets and Tea Cakes



# Emerging Trend: Afternoon Tea

## 'Afternoon Beats' at Swissotel The Howard

Afternoon Tea has just turned funky! The contemporary cosmopolitan lobby lounge bar MAUVE is the place to see and be seen on Friday and Saturdays when it features a funky jazz DJ playing urban beats from 4pm to 7pm . The 'Afternoon Beats' Champagne Afternoon Tea costs £30.

## Seasonal Afternoon Tea Menu - October 2008 - Fig

### SANDWICHES

Chicken and Walnut

Potted Rabbit and Confit Shallot

Cured Sea Trout and Cucumber

Garden Pea, Crème Fraîche and Mint (v)

### PASTRIES (v)

Fig and Almond Tart

Fig Mousse

Poached Fig on Shortbread

Caramelised Pear and Fig Roulade

Fig Consommé

### SCONES (v)\*

Fig and Brandy

Plain

Fruit

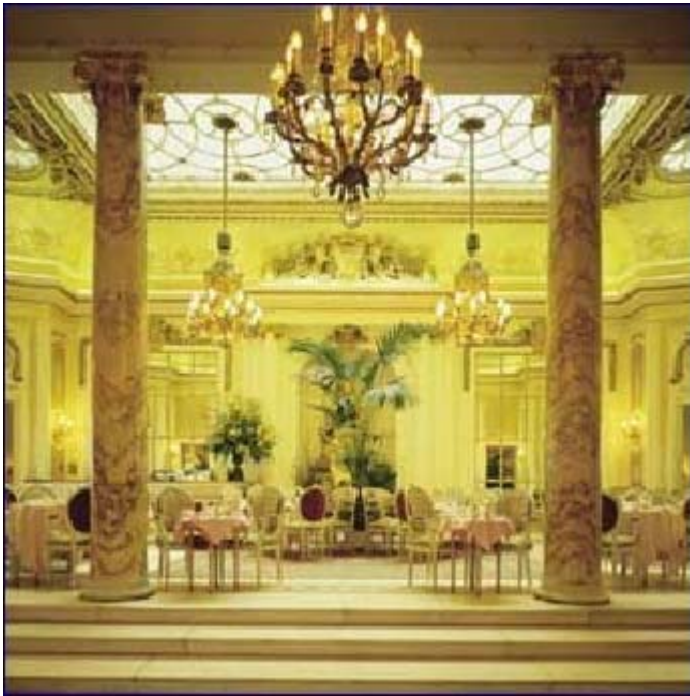
*\*Served with Devonshire Clotted Cream and Strawberry Preserve*



swissôtel THE HOWARD  
LONDON

# Emerging Trend: Afternoon Tea

Afternoon tea wouldn't be complete without mentioning the master.....



The Ritz  
150 Piccadilly, London, W1J 9BR

The Ritz needs little introduction and 'Tea at The Ritz' is an institution in itself. Opened in 1906, the Ritz has the feel of a French country house and is furnished in the Louis XVI style throughout.

The hotel is still considered to be one of the finest in the world and taking Afternoon Tea in the magnificent Palm Court is still very popular indeed.

The Ritz received an Award of Excellence in The Tea Guild's Top London Afternoon Tea 2008 Awards, in recognition of their outstanding quality and consistently high standards in tea service.

For more places to visit for afternoon tea, go to [www.afternoontea.co.uk](http://www.afternoontea.co.uk)

# Emerging Trend: Afternoon Tea



A crazy cake stand, left, by the designer Tina Tsang from her Blaue Blume tea-set collection. The surreal patterns will show that you don't take cupcakes too seriously.

Stockist: [mydeco.com/design-boutique](http://mydeco.com/design-boutique)



This very lovely three-tier cake stand, left, comes from Chinasearch, a brilliant company that mixes and matches old china to create cool new tea sets. The knitted cakes are £2-£4 each.

Stockist: 01926 512402, [chinasearch.co.uk](http://chinasearch.co.uk)



A modern take on an old tradition: the polypropylene cake stand. The Babel black stand, left, from the Conran Shop, separates into three parts for easy cleaning and storage.

Stockist: 020-7589 7401, [conranshop.co.uk](http://conranshop.co.uk)



# Emerging Trend: Afternoon Tea

When we searched for books on this hot subject, Amazon alone came up with 231 results - it MUST be popular! Here's the Top 10, feel free to look at the other 221 when you have a minute...

The London Ritz Book of Afternoon Tea: The Art and Pleasures of Taking Tea By Helen Simpson

AA Afternoon Tea (AA Lifestyle Guides): a guide on where to take the best tea

Afternoon Tea by Susannah Blake

Afternoon Tea Parties by Susannah Blake

The Book of Afternoon Tea by Lesley Mackley

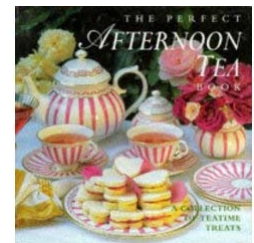
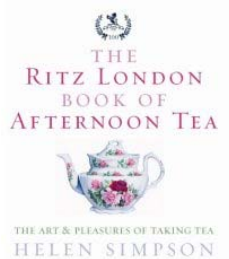
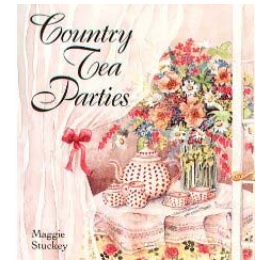
Afternoon Tea by Jane Pettigrew

Country Tea Parties by Maggie Stuckey

The Perfect Afternoon Tea Book

Tea Party by Tracy Stern & Christie Matheson

Afternoon Tea by Susannah Blake & Martin Brigdale



# Your very own cuppa...

June's edition of foodwatching brought the news that Londoners are going 'teatotal'. With exotic teas being served from tea houses and tea stalls, Teasmith, Spitalfields market, Yauatcha and East Tea, Borough Market, to name a few.

Well the tea you and friends drink can now have the truly personal touch. Blends for Friends, is a company that produces personalized teas. Master blender Alex Probyn will create a batch tailored to your good taste, based on your, or a friend's, hobbies, interests, talents, nickname, etc.

Each 100 grams of loose-leaf tea comes in a chic silver tin, complete with a personalised label. Order online and receive by post within a fortnight to anywhere in the world and repeat ordering is even made easy, as the company keeps all information on file, so you can reorder your favourite blend.

That first drink of the day becoming all that more special!

[www.blendsforfriends.com](http://www.blendsforfriends.com)



# Hi Tea



Tea is still hot trend news, with the opening of a new tea house Hi Tea at 14 East 11th Street in the South Loop, Chicago.

Foodwatching reported back in June that Londoners are going 'teatotal', with exotic teas served at Teasmith, Yauatcha and Borough Market and last months foodwatching reported on 'Blends for Friends', a company that produces personalized teas.

The team at Hi Tea takes their passion for tea very seriously, believing that Tea is art. The water is boiled to temperature, with steep times based on the leaves. There are over 60 Premium Grade Loose Leaf Teas - arranged by their caffeine content - to choose from. Ranging from Black, Oolong, Pu-Erh, Green, and White teas, as well as non-caffeinated Tisanes, Herbals, Yerba Matte, Rooibos, and ayurvedic blends. By rotating the teas quickly, the team aims to provide the freshest tea experience from around the world to the Chicago drinker.

We at foodwatching enjoyed some fabulous Oolong tea at the Fat Duck recently and for our next trip overseas have Hi Tea marked as a must visit!

# Green tea may help protect against Parkinson's

A new study has suggested that green tea may protect brain cells against Parkinson's disease.

Chinese researchers examined the effects of green tea polyphenols in an animal model of Parkinson's disease.

Corresponding and senior author Dr. Baolu Zhao, of the Institute of Biophysics, Academia Sinica in Beijing said previous research has indicated that green tea possesses neuroprotective effects.

After investigating the model, Zhao and colleagues discovered that green tea polyphenols protect dopamine neurons and the effect increases with the amount consumed.

They also showed that this protective effect is mediated by inhibition of the ROS-NO pathway -- a pathway that may contribute to cell death in Parkinson's.

Zhao said he hoped eventually "green tea polyphenols may be developed into a safe and easily administrable drug for Parkinson's disease." Currently there is no cure.



# Tea finally making a stir in America



While expats have been able to buy PG Tips for years in New York from a handful of twee specialist English food stores, ordinary supermarkets will now stock Britain's biggest selling tea brand across America, thanks to a marketing deal between Unilever and World Finer Foods, a New Jersey-based food distributor.



Just to prove how trendy it is, PG Tips is now stocked in the WholeFoods store on 7th and 24th Street in Manhattan, albeit for the princely sum of \$6.99 for 40 teabags!

The American specialty tea market has almost quadrupled in 15 years and, according to the US Tea Association, based in New York, is now worth £3.4billion a year.

Joe Simrany, president of the association, points out that "Americans never used to even think about tea. It was the drink consumed by old women. There were no young people involved in the industry. Thirty years ago we either drank coffee or iced tea and consumed 60 gallons per head per year of soft drinks, much to our detriment."

He added that America's health drive over the past two decades has triggered a boom in the specialty teas, credited with lower caffeine levels and antioxidants. Unilever's other big tea brand, Lipton, occupies more than half of the US tea market, followed by Tetley, Bigelow, and Reily, the New Orleans iced tea specialist.

Source: The Times



# Tea prices set to rise along with popularity



➤ Tea prices are likely to jump to an all-time high this year, underpinned by production disruptions in Kenya.

➤ Wholesale tea prices surged last year to an annual average of \$1.95 a kilogram, a 6.5 per cent increase from the previous year and the highest annual level since 2002.



➤ Average tea prices “are expected to reach even higher and possibly record levels” in 2008 following a 10 per cent reduction in shipments from Kenya.

➤ Prices in Kenya, the world’s largest exporter of black tea, have already jumped further to about \$2.50 a kilogram

➤ Global tea market’s supply and demand balance has been improving overall thanks to strong consumption growth in China, where demand is rising at 13 per cent annually, and the Middle East and North Africa.

➤ World consumption in 2006, the latest data available, hit 3.64m kg, above production of about 3.6m kg.



# A healthy cuppa (if you're a woman)

➤ Women who drink three cups of tea a day may be protecting themselves against heart attacks and strokes.

They are less likely to have plaques - dangerous build-ups of fat and cholesterol - in their arteries, researchers found.

➤ However, the French study appeared to show that men who were regular tea-drinkers did not reap the same health benefits.

➤ Researchers examined 2,613 men and 3,984 women with an average age of 73, measuring the level of plaque in their carotid artery using ultrasound.

Carotid plaque was found in 45 per cent of women who were not tea-drinkers, in 42.5 per cent of women who drank one or two cups of tea daily and in only 33.7 per cent of those reporting drinking three or more cups a day.

Even women with high blood pressure appeared to gain protection from tea, found the study by Institut National de la Santé Et de la Recherche Médicale, based in Paris and Lille.

➤ The report said it was unclear why men did not benefit from tea-drinking in terms of lessening plaque build-up.

➤ One theory is that tea might in some way complement oestrogen, the female hormone which is believed to help protect women against heart problems.



# foodwatching



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Not only do we believe, but our subscribers tell us that **food**watching is an invaluable tool for spotting food trends, inspiring them and their business and also being their eyes and ears in the ever changing world of food from around the world.

# thefoodpeople



Before you go, don't forget about the**food**people's other services.

We are experts in helping food businesses inspire, create and develop new and inspirational food ideas, concepts and products that will excite your consumers. We do this through our unique process of food idea generation.

So for help in turning insight into ideas and ideas into products drop an e-mail to [charles@thefoodpeople.co.uk](mailto:charles@thefoodpeople.co.uk)

# foodwatching



Inspiring you to  
catch the next  
wave before it  
catches you out!

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